

Susan Frank
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FOR IMMEDIATE RELEASE

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California Business Owners and Entrepreneurs Urge Air Board to Adopt Strong Emissions Trading Program

Sacramento, CA – December 15, 2010 – More than 125 small/mainstream businesses, cleantech companies and business associations – representing tens of thousands of employees around the state – issued a letter today urging the California Air Resources Board (ARB) to adopt a proposed emissions trading program (also known as cap and trade) that will reduce carbon, grow the economy, and create jobs, with the goal of creating a better future for all Californians. The ARB Board will hold a hearing on the program tomorrow in Sacramento.

“We encourage ARB to adopt the proposed market system that levels the playing field between dirty and clean energy, provides business owners with new opportunities to grow their businesses, and spurs the transition to a low carbon economy,” the letter states. “Reducing carbon and increasing efficiency improves the bottom line for our state and for our businesses, giving us a competitive advantage and protecting us from volatile fossil fuel spikes and economic price shocks.”

The business leaders who signed the letter support adoption of the market-based emissions trading program as a mechanism to stimulate innovation and efficiency, and to help position the state as a global leader on advancing clean energy technologies. The letter was signed by businesses from all geographic regions of the state including: owners of print shops, restaurants, construction firms, and landscape companies; CEOs of and investors in solar and renewable companies; leaders of chambers of commerce and business associations; and more.

Business leaders, investors and, most recently, the electorate have shown strong support for the adoption of effective standards by ARB to implement the state’s landmark clean energy law (AB 32) to create jobs, improve air quality, grow clean energy resources, and save consumers and businesses money. And new polling from last week http://www.next10.org/next10/pdf/trading/Statewide_Poll_Results.pdf reinforces the fact that voters strongly support moving forward to implement the next phase of AB 32.

The full text of the letter is available at: http://www.ca-greenbusinessalliance.com/wp-content/uploads/2010/12/Business-Support-Ltr_Emissions-Trading-Prog.-Dec-10.pdf.

EDITORS: Business leaders will be available at the hearing tomorrow for comment. Please call the media contact to arrange interview.

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*The California Business Alliance for a Green Economy is a community of more than 965 businesses and organizations who believe that a healthy and prosperous future for California depends on a clean, green and efficient economy.
Visit us at www.ca-greenbusinessalliance.com*

December 15, 2010

As California business owners and entrepreneurs who are responsible for job creation in our state, we applaud the California Air Resources Board (ARB) for creating the standards and economic mechanisms to move California out of an expensive fossil fuel-based economy to an economically viable, clean energy future.

We encourage ARB to adopt the proposed market system that levels the playing field between dirty and clean energy, provides business owners with new opportunities to grow their businesses, and spurs the transition to a low carbon economy. As representatives of small/mainstream and clean tech businesses and associations, we stand united in our support for an emissions trading program that strikes the appropriate balance between the need to spur development of jobs while keeping costs low to smooth the transition. The program that ARB has proposed sends the right market signals and provides the needed certainty to enable us to make good business decisions.

For more than 30 years, California has been at the forefront of creating clean energy policies. As a result, these policies are stimulating innovation and efficiency, positioning the state as a technological leader in this thriving global marketplace, and creating new businesses and jobs.

During these recessionary times, the clean energy economy is one of the few bright spots in the California economy. The state's global leadership in green innovation has continued to grow despite the overall global downturn, attracting billions in investment dollars to our economy. Reducing carbon and increasing efficiency improves the bottom line for our state and for our businesses, giving us a competitive advantage and protecting us from volatile fossil fuel spikes and economic price shocks.

An effective market system that provides monetary incentives to move to clean energy and reduce carbon will grow our economy, create jobs and provide a safer, more prosperous future for all Californians.

Sincerely,

3Degrees (Ian McGowan, Manager, Regulatory Affairs) – San Francisco

Abaca (Steve Kirsch, CEO and Founder) – San Jose

A Barn Collective (Mark Marovich, Managing Partner) – Torrance

Anacapa Consulting Services, Inc. (Ann Hewitt, President) – Ventura

Apollo Energy Systems (Thomas O'Brien, Vice President) – San Diego

Aspire Cleantech Communications (Todd M. Pitcher, CEO and Chairman) – San Marcos

Atlas Project Support (Michael Vargas, Principal Consultant) – Spring Valley

Authors & Editors (Elaine Kirn Rubin & Arthur Rubin, Owners) – Culver City

Bit Jazz, Inc. (Andreas Wittenstein, President) – San Geronimo
 BLU MOON Group (Leslie Berliant, Partner) – Santa Monica
 Border Grill (Mary Sue Milliken and Susan Feniger, Chef/Owners) – L.A./Santa Monica
 Bowman Design Group (Tom Bowman, President) – Signal Hill
 The Buddy Club Children's Shows (Beth Gelfand, Owner) – Richmond
 Building Doctors, Inc. (Dan Thomsen, President) – Los Angeles
 California Smart Grid Center (Emir Jose Macari, Director) – Sacramento
 California Ski Industry Association (Bob Roberts, Executive Director) – San Francisco
 Champion Telecom, Inc. (Leslie Katz, EVP External Affairs) – Fremont
 The Chris Klich Jazz Quintet (Chris Klich, Owner) – La Mesa
 Christiansen Consulting (Don Christiansen, President) – Carlsbad
 Cleantech Law Partners (James Birkelund, Of Counsel) – San Francisco
 CleanWorld Partners (Warren Smith, CEO) – Sacramento
 Commonweal Institute (Katherine Forrest, MD, President/Co-Founder) – Portola Valley
 Connell Whittaker Group, LLC (Kathleen Connell, Principal) – San Diego
 Coto Consulting (Christina Schwerdtfeger, PhD, President) – Coto de Caza
 Counsel Direct Law Offices (Peter Zahn, Attorney at Law) – San Diego
 Craton Equity Partners (Tom Soto, Managing Partner & Co-Founder) – Los Angeles
 CuvIELLO Agency (Joe CuvIELLO, Owner) – Solana Beach
 EcoHub, Inc. (Yeves R. Perez, President) – San Diego
 E-Cubed Ventures, LLC (Lee Bruno, Principal) – San Francisco
 Efficiency Data & Development (Hank Ryan, Owner) – Capitola
 EKO Asset Management Partners, LLC (Ricardo Bayon, Partner/Co-Founder) – San Francisco
 Enluma (Lary Heath, Owner) – Oakland
 Environment & Enterprise Strategies (Holly Kaufman, CEO) – San Francisco
 Environmental Builders, Inc. (Mark V. Quigley, President) – Vacaville
 EOS Climate, Inc. (Joe Madden, CEO and Co-Founder) – San Francisco
 Equinox Carbon Development Corporation (Greg Watkins, CEO) – San Juan Capistrano
 Forester Media, Inc. (Dan Waldman, President) – Santa Barbara
 Forestview Advisors (Julia R. Brown, Principal) – San Diego
 Fulcrum BioEnergy, Inc. (Ted Kniesche, VP of Business Development) – Pleasanton
 Gi Paoletti Design Lab (Gi Paoletti, Principal) – San Francisco
 Glen Lake Landscape Architect (Glen Lake, President) – Los Angeles
 Good Things Green, Inc. (Craig Flax, Founder/CEO) – San Anselmo
 Green Career Central (Carol McClelland, Executive Director) – Menlo Park
 Green Chamber of Commerce (Janet Pomeroy, President) – San Francisco
 Green Chamber of Commerce of San Diego County (David Steel, President) – San Diego
 Greener Dawn, Inc. (Courtland Weisleder, President) – Solana Beach

GreenPlumbers USA (Steve Lehtonen, CEO) – Sacramento
 GreenVision for Business, Inc. (Richard Noss, Founding Principal) – Eldorado Hills
 Growing Green Energy LLC (Selim Sandoval, Managing Partner) – Mammoth Lakes
 Grupio (Don E. Dotter, Director of Business Development) – Moss Beach
 Hair West Salon (Shelly Dale, Owner) – Newport Beach
 Harrington Design (Carroll Harrington, President) – Palo Alto
 Healthy Homes, Healthy Bodies (Shelley Kramer, Owner) – Malibu
 High Desert Region Green Jobs Initiative (Kenneth C. Collins, Sr., CEO) – Palmdale
 Hot Purple Energy (David Herrlinger, Vice President) – Palm Springs
 IMPACT Printing & Advertising (Ricki Becker, Owner) – San Diego
 Innovo Energy Solutions Group (Daniel Emmett, Managing Director) – Santa Barbara
 Inpeloto LLC (Melissa Michaels, CEO and Owner) – La Jolla
 Intex Solutions (David Rosenstein, President) – Montebello
 JamBase, Inc. (Dave Rosenheim, Chairman) – San Francisco
 J. Landworth Company (Jonathan Landworth, President) – Los Alamitos
 John D. Kelley Architectural Services (John D. Kelley, Architect) – Santa Barbara
 Julie Dunn Fine Art (Julie Dunn, Owner) – Atascadero
 Kahl Consultants (Alex Kahl, Owner) – San Rafael
 Keoni Landscapes (John Ross, Sole Proprietor) – Carlsbad
 LA Pro Point, Inc. (Mark Riddlesperger, Owner) – Sun Valley
 LA Solar Systems, Inc. (Shawn Alvandi, Energy Consultant) – Sunland
 Law Offices of Jennifer K. Berg (Jennifer Berg, Principal) – Oakland
 Lentz Group Global (Jon Warren Lentz, President) – Carlsbad
 Lotus Cleaning Services, LLC (Rebecca Tarver, Owner) – Oakland
 Love & Light, Inc. (Gabriel Romero, President) – Los Angeles
 Made in the Shade Tent Rentals, Inc. (Donny Vasquez, VP/Marketing and Special Projects
 – West Sacramento
 Minerva Consulting (Arthur M. Keller, PhD, Managing Partner) – Palo Alto
 Mirjahangir Engineering (Chuck S. Mirjahangir, Energy Consultant) – Huntington Beach
 Mudge Fasteners, Inc. (Paul Mudge, President) – Corona
 N.E.I. Treatment Systems (Jon Slingerup, Chief Executive Officer) – Los Angeles
 NetZero Energy LLC (Stephen Bjorgan, President/Owner) – San Francisco
 New Forests Advisory, Inc. (Marisa Meizlish, Director) – San Francisco
 New Voice of Business (Elliot Hoffman, Co-Founder & Chairman) – San Francisco
 The Noodle Shop (Michael Hetz, Owner/Creative Director) – Solana Beach
 NutriFit LLC/SimpliHealth Growers (Jacqueline Keller, Founding Director) – Los Angeles
 Ocean Conservation Research (Michael Stocker, Director) – Lagunitas
 Ogella Family Day Care (Edith Ogella, Owner) – Santa Barbara

organicARCHITECT (Eric Corey Freed, Founding Principal) – San Francisco
 OriginOil, Inc. (Riggs Eckelberry, President & CEO) – Los Angeles
 Pacific Energy Policy Center (Don Wood, Senior Policy Advisor) – La Mesa
 Palo Alto Chamber of Commerce (Paula Sandas, CEO/President) – Palo Alto
 PermaCity Solar, Inc./PermaCity Construction Corp. (Joia Gibble, Account Executive) –
 Long Beach/Los Angeles
 PetersenDean, Inc. (Jim Petersen, CEO) – Vacaville
 Photo International (Scott Sibley, Owner) – Oakland
 Pretzer Green Consulting (Jonty Pretzer, President) – Playa del Rey
 Purpose Focused Alternative Learning Corp. (JoAnn Armenta, Exec. Director) – Los Angeles
 Recurrent Energy (Arno Harris, CEO) – San Francisco
 Residential Energy Assessment Services (REAS), Inc. (Tammy Schwolsky, CEO) – Studio City
 Run on Sun (Jim Jenal, Founder & CEO) – Pasadena
 Salomone Construction (Phil Salomone, Owner) – Vista
 San Francisco Chamber of Commerce (Rob Black, VP Public Policy) – San Francisco
 San Luis Sustainability Group (Ken Haggard, Principal Architect) – Santa Margarita
 Savor Solar Catering (Susan Rigali, Owner) – Reseda
 SEEDS Global Alliance (Dave Meyer, President) – San Diego
 The Sexton Company (Tim Sexton, Founding Partner) – Los Angeles
 SH Design Studio (Stefanie Haering, Architect and Founder) – Seal Beach
 Sierra Business Council (Steven Frisch, President and CEO) – Truckee
 Sidel Systems USA, Inc. (Sid Abama, President) – Atascadero
 Siliken USA (Scott Sporrer, Vice President and General Manager) – Carlsbad
 Simbol Materials (Randal Grow, PhD, Director of Strategic Development) – Pleasanton
 Small Business California (Scott Hauge, President) – San Francisco
 Small Business Majority (John Arensmeyer, Founder and CEO) – Sacramento/Sausalito
 Smart Grid Library (Christine Herzog, Managing Director) – Menlo Park
 Solana Energy (Lane Sharman, Managing Partner) – Solana Beach
 SolarCity (Meghan Nutting, Deputy Director of Governmental Affairs) – Foster City
 Solaria (David Hochschild, VP External Relations) – Fremont
 Solar Power, Inc., (Mike Anderson, Vice President Marketing) – Roseville
 SolarTech, an Initiative of the Silicon Valley Leadership Group (Doug Payne, Executive
 Director) – San Jose
 Spirit Graphics & Printing (Thomas Ackerman, Owner) – Chula Vista
 Studio Landscape Corp. (Kathy Nolan, President) – Ojai
 Sustainable Business Alliance (Mark McLeod, Executive Director) – Berkeley/Oakland
 SV Green Tech Corp. (Kuldip Sethi, CEO) – Fremont
 Tegrus Builders, Inc. (Pete Micklish, President) – San Diego

TerraPass (Erin Craig, CEO) – San Francisco
Thinkshift Communications (Sandra Stewart, Principal) – San Francisco
U.S. Green Building Council, Northern CA Chapter (Ashleigh Talbert, Senior Program
Manager – San Francisco
Verve Consulting (Liz Merry, Owner) – Davis
West Coast Limousine, Inc. (Alia Khidiatova, Treasure) – Santa Clara
The Wise Advisor (Arthur Rubin, Owner) – Culver City
Working Class Superhero Productions (Eben Brooks, Owner) – San Diego
The Write Choice Network (Monica Niess, Managing Partner) – Mammoth Lakes
Zebra Entertainment and Events (Shelly Mazer, Owner) – Granada Hills

